

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Previously Presented) An electronic savings system, the system comprising:
  - a. a portable electronic device, having unique personal identification data stored therein; and
  - b. a means of transmitting the unique personal identification data to a store; wherein when the store receives the unique personal identification data, a store discount is applied to a plurality of specially marked, store discounted items.
2. (Previously Presented) The system of claim 1, further comprising a simulated credit card swipe coupled to the portable electronic device.
3. (Previously presented) The system of claim 1, wherein the portable electronic device comprises a cellular telephone, and the unique personal identification data comprises a user's telephone number.
4. (Previously presented) The system of claim 3 wherein the universal savings system comprises a discount card associated with a particular store.
5. (Previously canceled)

6. (Previously Presented) A method of acquiring customer data, the method comprising the steps of:
- a. providing a portable electronic device having unique personal identification data stored within, wherein the portable electronic device comprises a means of transmitting the unique personal identification data;
  - b. providing a store register capable of receiving the unique personal identification data;
  - c. transmitting the unique personal identification data from the portable electronic device to the store register; and
  - d. applying a store discount to the price of all specially marked, store discounted items upon receipt of the unique personal identification data.
7. (Original) The method of claim 6, further comprising the steps of:
- a. providing a central computer;
  - b. transmitting the unique personal identification data to the central computer; and
  - c. cross referencing the unique personal identification data with a stored data profile.
8. (Original) The method of claim 7, further comprising the steps of:
- a. transmitting product data from the store register to the central computer; and
  - b. storing the product data with a cross reference to the unique personal identification data.

9. (Original) The method of claim 7, wherein the product data is used for inventory management.
10. (Previously Presented) A method of acquiring customer data, the method comprising the steps of:
  - a. providing a store register capable having unique store identification data stored within, wherein the store register comprises a means of transmitting the unique store identification data;
  - b. providing a personal electronic device capable of receiving the unique store identification data;
  - c. transmitting the unique store identification data from the store register to the portable electronic device; and
  - d. applying a store discount to the price of all specially marked, store discounted items upon successful transmission of the unique store identification data.
11. (Original) The method of claim 10, further comprising the steps of:
  - a. transmitting the unique store identification data from the personal electronic device to a remote computer;
  - b. transmitting customer data from the personal electronic device to a remote computer; and
  - c. transmitting product data from the personal electronic device to a remote computer.

12.(Original) The method of claim 11, further comprising the steps of:

- a. processing the unique store identification data, the customer data and the product data; and
- b. producing a report with the unique store identification data, the customer data and the product data listed in an organized format.

13.(Original) The method of claim 12, wherein the personal electronic device comprises a cellular telephone.

14.(Original) The method of claim 13, wherein the store register is linked to at least one other store register via a network.

15.(Original) The method of claim 14, further comprising the step of distributing advertising literature based upon the report.

16.(Original) The method of claim 14, further comprising the step of using the report for inventory management.